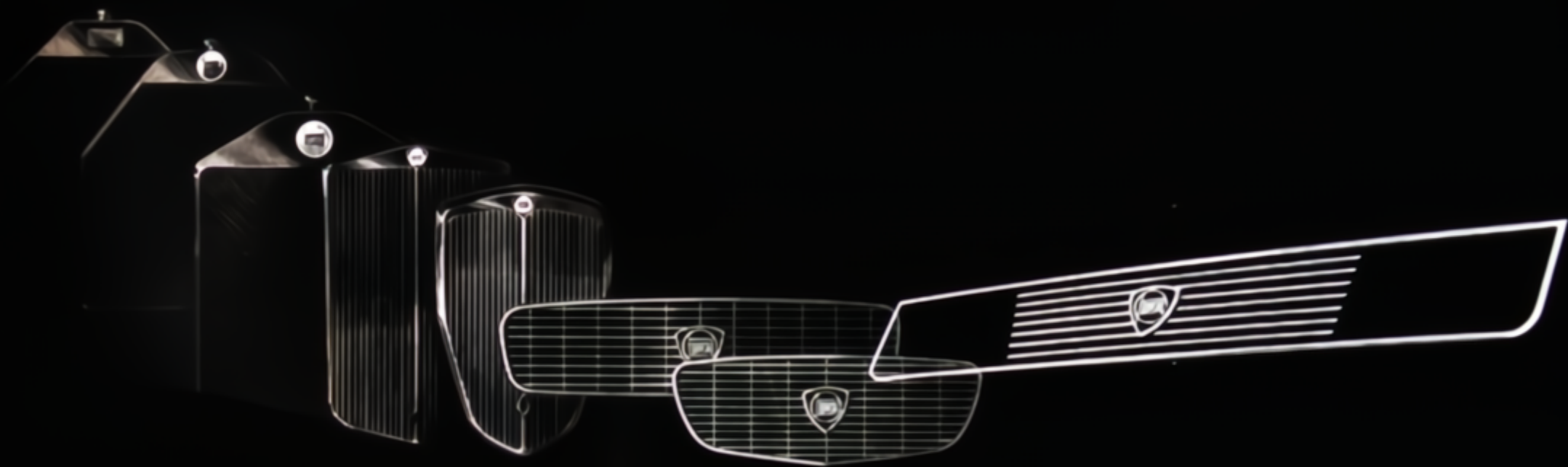


The LANCIA BETA



the most Italian car

The Lancia Beta Sedan

The Lancia Beta. A high quality saloon with an impressive pedigree. Designed to carry five adults in space, luxury and safety. Incorporating the same engineering genius, skill and care for which Lancia is renowned.

The Beta is available in four models according to engine capacity, with two 2000 cc models or alternative versions of 1600 cc or 1300 cc of the same transverse, twin overhead cam engine. Drive is to the front wheels through a five speed gearbox and the suspension is independent all round.

Typical of Lancia's tradition, sparkling performance has been matched with exceptional road holding and stability. A car of real class inside and out.



A great range of prestige cars with 1300 1600 and 2000 cc engines

Mechanically and structurally great emphasis has also been placed on extensive safety engineering. The Beta's body is constructed around a rigid, reinforced safety cage built to absorb impact from all sides. The lavishly padded and extensively equipped interior gives added protection from injury plus a comfortable, fatigue free ride, well insulated from noise and vibration.

In combination with this comprehensive protection of occupants the same priority is also given to accident avoidance. The Beta's superlative handling and powerful, dual circuit braking completes the safety concept, itself part of Lancia's tradition.

But then, so also is the elegance and refinement of the Beta, its performance, reliability and low running cost. An all-embracing quality as much a part of the Lancia tradition as the name Beta from which the pedigree first began.

So well equipped

- Twin overhead cam engine with crankshaft on 5 main bearings
- Electrically-driven radiator fan
- 5-speed all-synchromesh gearbox
- Independent suspension all round, with front and rear stabiliser bars
- Servo-assisted disc brakes. Superduplex dual circuit system with braking balance compensator
- Radial tyres
- Padded steering wheel adjustable for height with energy-absorbing column
- Laminated windscreen and heated rear window
- Heavy molybdenum steel bumpers with bump-proof rubber faces
- Integral seat belt anchorages for all five occupants. Reclining front seats with integral headrests
- Cloth upholstery and fitted carpets. 1600 models also available with vinyl upholstery



- Body designed for maximum protection of occupants from collision. Extensive anti-corrosion treatment, including interbody cavity injection and underbody sealing
- 18 cu.ft. boot opening almost to floor level for easy loading
- Heating and ventilation provided to rear interior with independent controls
- Fully instrumented - electronic rev. counter and clock. Oil pressure and water-temperature gauges
- Warning lights protection for overheating, loss of oil, also for low brake fluid level or excess front pad wear
- Cigar lighter and hazard warning lights also standard
- Collapsible, interior rear view mirror with anti-dazzle control, also door-mounted overtaking mirror
- 'Door Open' safety reflectors and interior courtesy lights operated by all four doors
- Electric screen washer and 2-speed wipers with intermittent control on 1600/2000 models
- Four halogen headlamp system. Self-levelling low beam alignment, with single rectangular lens on 1600/2000 models
- Provision for tow hitch



Comfortable and luxurious - but also functional

The Beta's distinctive four door saloon body is notably spacious with ample leg room, front and rear. Generous large windows amplify the effect as well as creating superb visibility all round. All controls and instruments are carefully located for functional and ergonomic simplicity. Control stalks either side of the vertically-adjustable steering column operate indicators, washer and 2-speed wipers (with intermittent control on 1600/2000), flasher, side, head and main beam lights.

The Beta's instrumentation is equally comprehensive with speedometer and trip meter, fuel, temperature and oil pressure gauges, electronic rev. counter and clock. Added operating protection is given by warning lights in appropriate instruments for fuel and brake fluid levels, front brake pad wear, handbrake operation, oil temperature and oil pressure. Fully reclining front seats are deeply cushioned to give lumbar support. Adjustable headrests are standard.

Elsewhere the lavish padding in headlining, sun visors, doors and pillars and dashboard, the heavy pile fitted carpeting throughout and the substantial insulation against road noise and vibration complete the Beta's air of refinement and luxury. The Beta is notable for the comfort it gives to rear passengers, in particular the extensive leg room and spacious overhead clearance. With the central arm rest retracted three adults are easily accommodated on the

wide, deeply cushioned seat without any sacrifice of comfort. Full-flow fresh air ventilation is provided from adjustable fascia vents with the warm air heating/demisting blending controlled from the centre console and boosted by a 2-speed fan. Constant air circulation is maintained with extractors by the rear quarter lights. Rear passengers also enjoy their own heating/ventilation system. Ducted into the rear compartment where it is adjustable for flow and direction, this is

an important refinement for their comfort in hot and cold weather. To match the Beta's spacious interior is an enormous boot, regular and rectangular in shape with floor level sill to ease loading and unloading of luggage. It's a massive 18 cu.ft. of usable space which also houses the spare wheel, jack and comprehensive tool kit. The boot interior is automatically lit on opening, from the side light circuit, as is the engine compartment and glove locker.



Top of the range - the Beta 2000...

The 2000 cc engine continues Lancia's long tradition in this class of car and encapsulates the Beta's many fine qualities into an outstanding flagship of the range. Powerful, flexible and economic with proven reliability, the 2000 engine has considerable reserves of torque, providing above 90% of maximum right through the rev. range from 2000 to 5200 rpm.

And at 120 kph (75 mph) the engine is turning over at only two-thirds of its maximum rpm, indicative of this engine's economic potential. Add to this the extra luxury of nylon velvet upholstery, intermittent sweep of the windscreen wipers and the self-leveling headlights, designed to keep your dip beam constantly at the correct

alignment however heavy the load in your boot and away from dazzling oncoming traffic. It all adds up to a luxury car of real class and prestige.



...and the Equipaggiamento Speciale, the 2000 ES

Equipaggiamento Speciale is that special touch that puts the 2000 ES in a luxury class beyond that of its companion models, giving even more emphasis to the Beta's superb qualities and refinement. First there's the integral, steel sliding roof to get the best from fine weather and fresh air. Solidly built and well-sealed, the frame is formed during

the manufacture of the body retaining all the strength and rigidity of the roof structure. The mechanism allows easy, one-handed operation, instantly giving all the advantages of open or closed motoring at a touch. Then there are the electrically-operated window lifts on all doors controlled from a central console between the front

seats and within easy reach of all occupants. Rounding off, the Beta 2000 ES is also shod with distinctive and stylish light alloy road wheels, a finishing touch that really sets off the Beta's elegant and refined lines.

2000 ES

From June 15, 1977 the specification of this model no longer includes electric window lifts as standard equipment. This change has been introduced to minimise increases in retail price of this car as well as to match increasing public demand for manual operation. Electric window lifts will continue to be available but as optional equipment on this model only, as detailed in our price list.





The Beta 1600

Midway in the range but with the touches of class of the 2000 - self-aligning low beam headlights, intermittent wiper sweep, the shading to the top of the windscreen and nylon velvet upholstery. Alternatively, vinyl upholstery is available for those who need the practical touch.

Lancia's rally-bred pedigree is abundantly evident in the Beta's behaviour. It shows in the sparkling 100 mph-plus performance, the faultless handling and road-holding, confident and predictable

at all times, however bad the weather or road conditions. The Beta's pleasant, well-mannered behaviour is just as evident at low speed. Leisurely pace makes no sacrifice of the tractability and response of the twin overhead camshaft engine, backed by the well-chosen ratios of the all-synchromesh, 5-speed gearbox. Exemplary road-holding derives from the Beta's combination of front wheel drive with independent suspension on all wheels. Stabiliser bars, front and rear,

provide added stability with little roll even when cornering hard, while the rack and pinion steering gives light, positive and precise control. Matching this standard of performance and handling is a powerful servo-assisted braking system with disc brakes acting on all wheels. A load-sensitive limiting valve balances front and rear braking effort, protecting against wheel lock under heavy application. Protection is also provided against failure by Lancia's dual-circuit,

Superduplex system which retains braking on the front-driven wheels despite failure in either circuit. Brake fluid level and front pad wear are also given warning light protection (with the electrical circuit also protected by an operational check switch against bulb or electrical failure) as is accidental operation of the handbrake.



The Beta 1300

Sharing so many common features of the larger engine models, the Beta 1300 is great value for money, a real investment especially if you consider it's 100 mph performance and its highly economic fuel consumption.

Styled by Lancia, the Beta's elegant and contemporary lines are based on an aerodynamic, fast back shape. Compact external dimensions conceal the spacious interior created by the transverse engine layout. The distinctive,

sloping radiator grille houses the four quartz halogen headlamp system with self-levelling low beam alignment on the 1600/2000 models. The interior is well insulated from road noise and vibration, the engine and transmission being subframe mounted with substantial rubber anchorages, as are the front and rear suspension assemblies. The body is also subjected to extensive anti-corrosion protection with electrophoretic treatment and factory-applied underbody sealing and interbody cavity injection.

Constructed around the rigid safety cage, the body's front and rear sections are designed to absorb major impact forces by progressive collapse. The fuel tank is safely placed under the boot, protected between chassis members. Heavy rubber-faced molybdenum steel bumpers protect front and rear from minor damage. Internally, all five seats are provided with integral seat belt anchorages. Inertia reel belts with single-handed operation are available for the front seats. Standard safety equipment includes the

laminated windscreen, shaded against glare on 1600/2000 models, and collapsible steering column, while lavish padding throughout the interior protects against injury. The interior rear view mirror also yields on impact and is equipped with anti-dazzle switch. The door-mounted overtaking mirror is also standard. The ignition switch, which includes restart protection, also incorporates the anti-theft steering lock while the key for both front doors also locks boot,

fuel-filler flap and large glove locker, the bonnet being mechanically released from within.

Precise road holding and handling

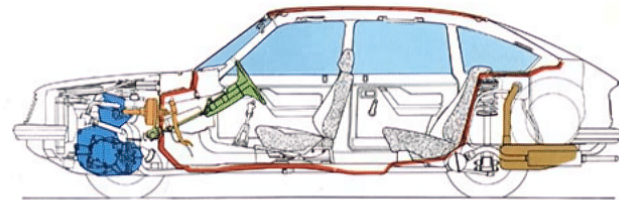
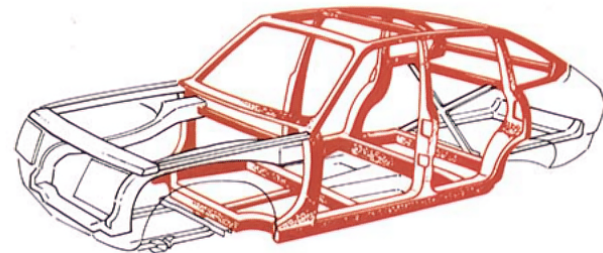
All Lancia's production models reflect the supreme success of the Company's involvement in motor sport and especially its recurring victories in successive World Rally Championships. But exceptional road-holding and

handling have long been features of the Lancia marque, on good and bad road surfaces, in wet or dry. The car's behaviour is confident and predictable in all situations, a quality you can only experience from the driving seat.

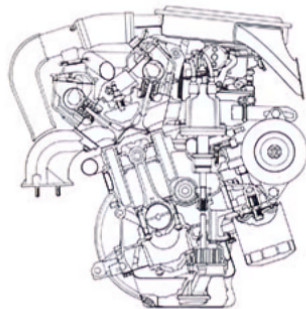
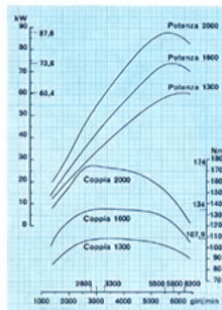


So safe

- Front wheel drive for superb handling and road-holding
- Disc brakes all round. Servo-assisted Superduplex dual system with brake balance compensator on rear
- Radial tyres
- Warning light protection against low brake fluid level or excess front pad wear
- Engine and boot compartments designed to absorb collision impact with rigid passenger compartment giving full protection
- Three-direction, anti burst door locks
- Fuel tank located between rear wheels for maximum protection
- Substantial padding of pillars, fascia and interior and no dangerous protrusions
- Energy-absorbing steering column in three sections
- Steering box mounted behind power unit protected from frontal collisions
- Anti-dazzle rear view mirror with door-mounted overtaking mirror with safety mountings
- Two-speed wipers with electric washer. Intermittent sweep control on 1600/2000 models
- Four halogen headlamps for perfect vision at night
- Comfortable and deeply cushioned seats with lumbar support. Headrests standard on front reclining seats
- Screw on filler cap with locking flap



The new Beta engine: exceptional flexibility and acceleration.



Engine data	1300	1600	2000
Capacity cc	1297	1585	1995
Bore and Stroke mm	76 x 71.5	84 x 71.5	84 x 90
BHP (DIN) at rpm	82 at 6200	100 at 5800	119 at 5500
Max torque (mkg) at rpm	11 at 3300	13.6 at 3000	17.7 at 2800

Wheels and Tyres	1300	1600	2000
Rims	5J x 14"	5 1/2 J x 14"	5 1/2 J x 14"
Tyres (radial standard)	155 SR14	175/70 SR14	175/70 SR14

Weights	1300	1600	2000
	kg	kg	kg
Kerb	1080	1100	1100
Fully laden, 5 persons + 75 kg/165 lb luggage	1530	1550	1550

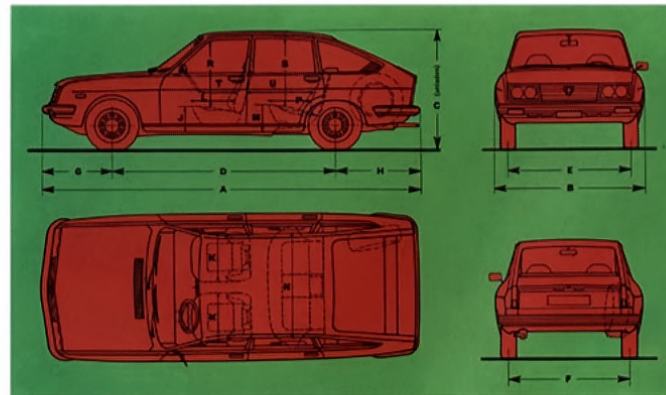
Performance	1300	1600	2000
	kph	kph	kph
Max speeds in gears			
*at 6400 rpm			
* 1st	45	50	53
* 2nd	71	78	83
* 3rd	104	114	123
* 4th	137	151	162
5th	160	170	180
reverse	52	56	61
Speed at 1000 rpm in 5th gear	26.9	29.3	31.5

Max gradient laden (four persons + 40 kg/88 lb luggage) in 1st gear	40%	47%	57%
Max gradient towing (*)	10%	10%	10%

(*) With trailer of max. permitted load.

Acceleration	1300	1600	2000
(Minimum load)	secs	secs	secs
0 - 100 kph (62 mph)	14.5	11.9	10.2
Standing start: 400 m (approx 1/4 mile)	19.0	18.0	17.0
Standing start: 1000 m (approx 5/8 mile)	35.7	33.5	31.5

Recommended Maximum Towing Capacity	1300	1600	2000
	kg	kg	kg
Max towable (unbraked)	575	585	585
Max towable (braked)	1080	1100	1100
Max noseweight	75	75	75
Max roof loading	375	375	375



GENERAL SPECIFICATIONS

ENGINE. Transverse, inclined to the rear in three available capacities. Four cylinders in line, with two overhead camshafts driven by toothed belt. Crankshaft on 5 main bearings. Twin choke compound down-draught carburettor with mechanical pump. 52 litres (11.5 gallons) fuel tank. Distributor and coil ignition system. Gear pump lubrication. Forced coolant system with header tank and thermostatic controlled electric cooling fan.

TRANSMISSION. Front wheel drive. Single dry disc clutch, mechanical operation. Manual gearbox with five forward synchromesh gears and reverse. Floor shift. Differential in unit with gearbox. Final drive ratios: 1300 4.46 : 1 1600 4.07 : 1 2000 3.785 : 1

SUSPENSION. Front: independent, struts incorporated with shock absorbers and carrying offset springs and rubber bump stops. Stabiliser bar. Rear: independent, struts incorporated with shock absorbers, carrying coil springs and rubber bump stops. Stabiliser bar also serves as longitudinal reaction bar.

STEERING. Rack and pinion with energy-absorbing column in three universally jointed sections. Steering wheel adjustable for height.

BRAKES. Lancia Superduplex, dual circuit system, servo-assisted with discs on all wheels and brake balance compensator acting on rear wheels. Mechanical parking brake on rear discs.

ELECTRICAL EQUIPMENT. 12 V 45 Ah battery. 750 watt alternator. Heated rear window. 2-speed

Dimensions

	mm.	in.
A. Overall length	4295	169
B. Overall width	1690	66.5
C. Overall height (unladen)	1400	55.1
D. Wheelbase	2540	100.0
E. Track - front	1406	55.4
F. Track - rear	1392	54.8
G. Overhang - front	795	31.3
H. Overhang - rear	960	37.7
J. Front seats - squab height	330	12.9
K. Front seats - squab width	580	22.8
L. Front seats - squab length	490	19.3
M. Rear seats - squab height	360	14.2
N. Rear seats - squab width	1400	55.1
P. Rear seats - squab length	470	18.5
R. Headroom - front	860	33.8
S. Headroom - rear	835	32.9
T. Clearance - front	375	14.7
U. Clearance - rear	650	25.6
Turning diameter	10.60 m.	34ft.8 1/2"
Boot capacity	0.5cu.m.	17.6cu.ft.

windscreen wipers (with intermittent operation on 1600/2000) electric screen washer. 2-speed ventilator fan, 4 halogen headlamps. Low beam lights on 1600 and 2000 models are equipped with self-leveling alignment operated by mechanical and hydraulic linkage from the suspension.

INSTRUMENTS AND CONTROLS. The instrument panel includes: total and trip distance recorders with zero setting control, oil pressure gauge, electronic rev counter, and a number of different warning lights including brake friction pad wear and low fluid level warning light. Other features: steering shaft anti-theft locking device, quartz electronic clock, repeated start block, and cigar lighter.



Lancia (England) Limited, Ealing Road, Alperton, Middlesex, HA0 1HE.



The illustrations and descriptions in this brochure are intended as a general guide and do not constitute an offer. Whilst preserving the essential characteristics of the models described and illustrated, the Company reserves the right to make amendments and/or modifications without notice. All performance and consumption figures quoted are those computed by the factory on typical production models and cannot be guaranteed to apply to any individual vehicle.

Dealers appointed by Lancia (England) Limited are not agents for the Company and therefore have no authority to bind the Company by any undertaking or representation express or implied.

Lancia Pubblicità e Promozione - stampato n. 88795813 - Printed in Italy - Industrie Grafiche Recchi - Torino.